Spectrum Spatial Insights
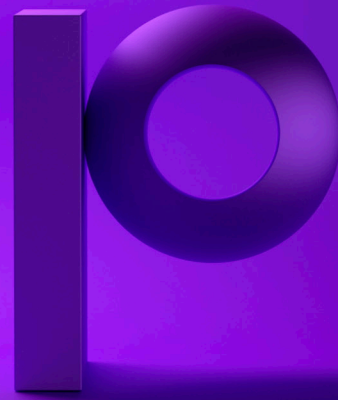
Optimize your market potential with data-driven geospatial analytics

It's easier than ever to put your location data to work

Get clear answers to questions about markets, customers, sites, and competitors. With Spectrum Spatial Insights, business users and power users alike can create and share detailed analyses, maps and reports, when and where needed, without the need for lengthy training or specialized expertise.

This powerful web-based platform lets you generate insight from internal data, third-party datasets, and custom plugins.

Data-driven insight everyone can use

All information is stored in a central repository, so it's simple to manage, protect, and share. Intuitive and easy to use, robust and customizable, Spectrum Spatial Insights adds insight enterprise-wide.

## See your data in a whole new dimension

Gain deeper insights

Mine value from the growing volume of location data surrounding your business sites, channels, and competitors. Use this data to define and rank geographies. Intuitively draw rings and boundaries, and calculate drive and walk times and distances. Through easily combining multiple datasets you can make comparisons, understand data relationships, and reveal trends.

Create winning strategies

Get the information you need to compete successfully. Spectrum Spatial Insights delivers critical market intelligence with just a few clicks. Use data from the Precisely global data portfolio to create thematic maps that show the impact of multiple variables like demographics, income, expenditure, purchasing power, digital activity/mobile trace, home values, and more. Target your highest-value customers, identify emerging opportunities, and optimize site selection.

- Optimize and plan network build-out, remodels, relocations and repositions
- Identify optimum channel and merchandise mix
- Forecast sales potential and cannibalization impacts
- Identify customer segmentation
- Track human mobility data
- Leverage machine learning powered models
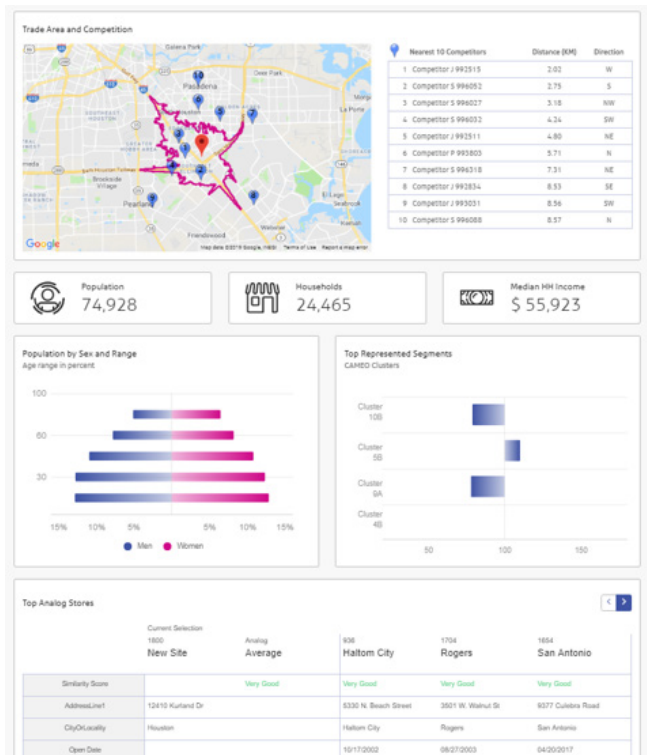
Fast and simple customized reports, supporting location-based decision-making with a single click.

Share knowledge enterprise-wide

Dynamically connect to internal data warehouses to provide a 'single source of the truth' on location data. Easily export, print, and share maps and insights. Quickly customize and generate detailed summary reports and access across mobile devices. Present your business case for new site selection and other important business decisions directly from Spectrum Spatial Insights.

Designed for users throughout the organization

- Marketing
- Sales management
- Product management
- Finance
- Customer service
- Human resources
- Real estate
- Data science and analytics

Spectrum Spatial Insights is visually-rich, with robust features and functionality

### Robust user experience and modelling

The elegant interface combines simplicity for business users with sophisticated capabilities for power users. Spectrum Spatial Insights contains modern mapping and visualization features, enabling snapshot review of results as well as compelling reporting graphics and customizable content. Empower data science led initiatives through an extensible framework and access more flexible, robust modelling approaches with the ability to deploy multiple models simultaneously.

Powerful mapping tools

Transform data-dense spreadsheets into informative, interactive maps that put your data in context. Leverage multiple base maps, including Google or Bing Maps integration, as well as various road, hybrid and terrain options. Simply add layers and filter data to home in on exactly what you want to see.

Powerful mapping tools

- Road, aerial imagery and street-side map modes
- Geocoding integration
- Search integration
- Standard and custom geography display options
- Outstanding display performance, even at thousands of points
- Overlap analysis
- Flexible feature styling options
- Spatial data filtering and querying
- Thematic mapping
- Catchment creation and editing
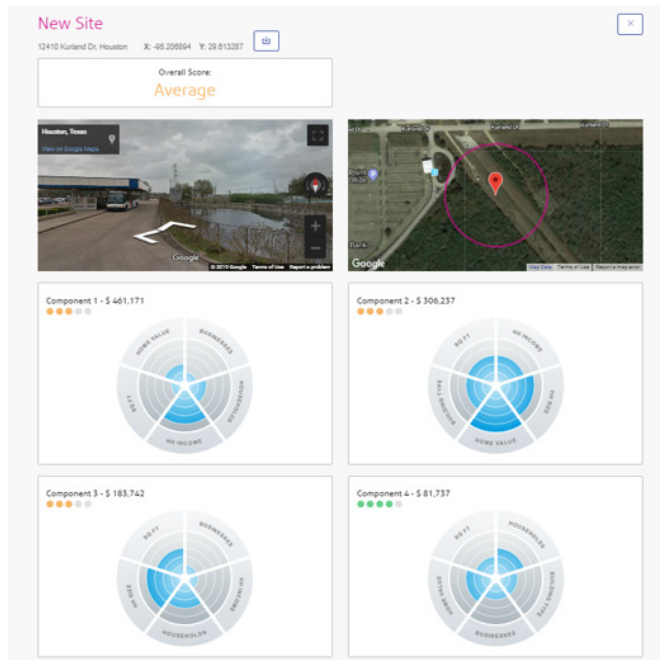
Predictive data science based outputs providing transparent, easy to interpret, supportable results.
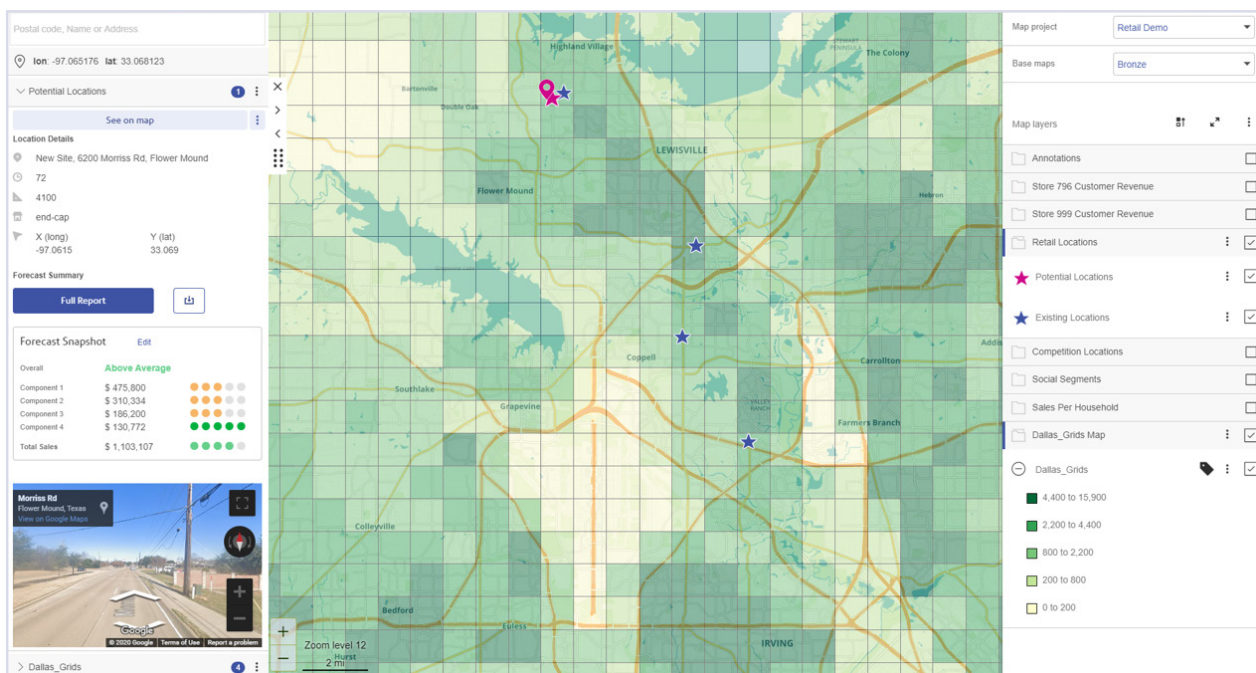
Powerful and intuitive user interface for interacting and analysing real-time data and results.

A fully configurable single location view

Manage your store and development pipeline. Modify store and site status specific to your business, regardless of whether you have three or ten site status categories. Spectrum Spatial Insights is fully configurable to use your site status classifications. You are not forced to use predefined templates that may not fit your needs exactly. Easily view, edit, report, and track your pipeline, leveraging a 'single view' of the truth and streamline the site approval process so you can focus on what is most important - achieving your development goals.

Feature filtering:

· Display standard and custom geographies, pan and zoom, and search for locations or points of interest

· Easily modify layer styles, visibility, and order directly from the Map Legend

· Create heat maps, dot densities, and global hex grids for mobile trace data

· Save map annotations such as new sites, drive times and custom trade areas

See what you can do

Spectrum Spatial Insights empowers users across industries to see opportunities more clearly and make better informed decisions. For example:

· Financial Services: Users can visualize, locate, and query all bank and credit union branches within a market, trade area, or any sub-geography

· Retail, restaurant and healthcare: Users can query and group customers by site, profitability, segmentation, and many other options, then adjust styles and/or visibilities for each group

Spectrum Spatial Insights provides insight into the movement of purchasing power across the market by time of day, day of week, broken down by visitors, workers, and residents. If you are a late night restaurant catering to high income diners, you can visualize the pedestrian traffic to your needs. Locating in a high traffic area is not wise if the traffic does not match your target customer.

Utilize built-in reports and share easily

Generating reports can be as easy as point-and-click. Create reports on existing geographies, points, map clicks, geocoded points, points of interest, rings, or drive-time polygons. Users get quick access to map information and can run more detailed reports with just a few more clicks.

Spectrum Spatial Insights also gives you many ways to share the results of your analysis with colleagues, whether it be exporting to PDF or excel, or integrating with corporate systems like ERP (Enterprise Resource Planning), SLM (Store Lifecycle Management), CRM (Customer Relationship Management), or financial systems. You can easily export, print, and share maps and reports between users to drive collaboration and visibility of insights.
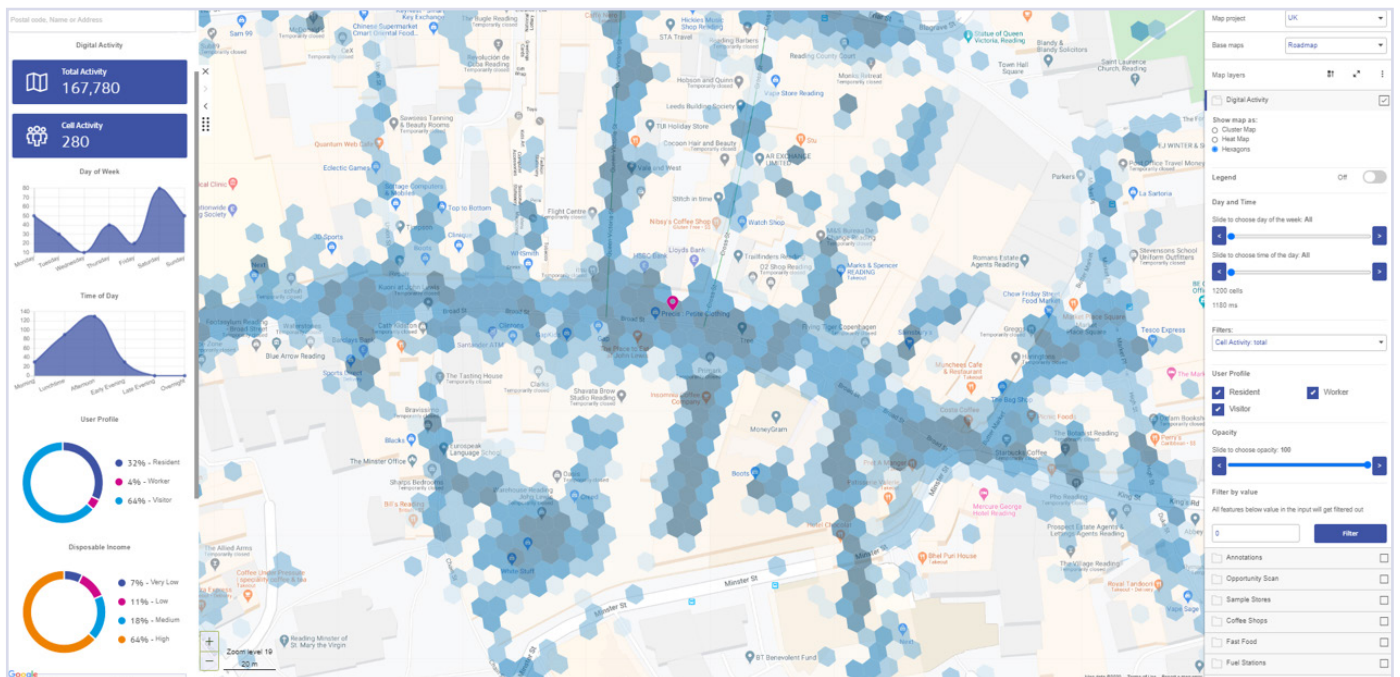
Mobile location based data, highlighting micro-level activity by day, time, and profile type.

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